

## **REMARKS/ARGUMENTS**

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance. The present amendment is being made to facilitate prosecution of the application.

### **I. STATUS OF THE CLAIMS AND FORMAL MATTERS**

Claims 1-11, 14-35 and 37 are pending. Claims 1, 6, 16, 22, 31-35 and 37 are independent. Claims 1, 6, 16, 22, and 31-35 are hereby amended. No new matter is added by these amendments. Support for the amended recitations in the claims is found throughout the specification.

Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicant is entitled.

### **II. REJECTIONS UNDER 35 U.S.C. 112**

- A.** Claims 1-11, 14-35, and 37 were rejected under 35 U.S.C. §112, first paragraph, as allegedly failing to comply with the written description requirement.

The Office Action alleged claims 1, 6, 16, 22, and 31, 35 lacked support in the specification for the feature, “each of said **commercial information of the commercial information sponsor of the program** is displayed.” (emphasis in Office Action).

Applicant respectfully traverses this rejection.

As Applicant understands the rejection, the Office Action is alleging the specification does not support the feature that a commercial information sponsor is a commercial information sponsor of the program, where the program is a program displayed in an EPG

Support for this feature is found throughout the specification as originally filed.

Applicants cite a few examples with paragraph numbers from the published application:

[0125] In such successive operation, the **CM of a sponsor providing a program in which a user is interested (i.e., a program with which the cursor is matched) is displayed in the CM display area A<sub>3</sub> of the EPG screen M1**, and further **the CM of a sponsor providing the program is displayed** also in the CM display area B<sub>1</sub> of the program details screen M2 which is displayed on the display screen 23A. Thus, **the CM of a sponsor providing the program** to which a user pays attention is displayed on the EPG screen M11 and the program details screen M2 by selecting the program by the user. (emphases added)

[0128] According to the above construction, at the time of searching a program using the EPG screen, **a user can view the CM of the sponsor providing an interesting program**, and simultaneously, the detailed information of a desired CM selected by user can be easily obtained through the Internet if necessary. (emphasis added)

As is clear from the specification, the commercial message (CM) displayed is the CM of a sponsor that provided the program on which a user has moved the cursor. That is, the CM displayed is that of the providing the program.

Applicant respectfully requests withdrawal of this 112 rejection of claims 1-11, 14-35, and 37

**B.** Claims 1-11, 14-35, and 37 were rejected under 35 U.S.C. §112, second paragraph, as allegedly being indefinite.

Applicant has amended the independent claims to overcome the rejection and respectfully requests withdrawal of this 112 rejection of claims 1-11, 14-35, and 37.

### **III. DEPENDENT CLAIMS**

The other claims are dependent from one of the claims discussed above and are therefore believed patentable for at least the same reasons. Because each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

### **CONCLUSION**

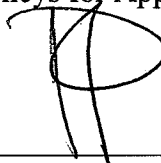
Claims 1-11, 14-35 and 37 are in condition for allowance. In the event the Examiner disagrees with any of statements appearing above with respect to the disclosure in the cited reference, or references, it is respectfully requested that the Examiner specifically indicate those portions of the reference, or references, providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicants respectfully request early passage to issue of the present application.

Respectfully submitted,

FROMMER LAWRENCE & HAUG LLP  
Attorneys for Applicant

A handwritten signature in black ink, appearing to be 'P. Levy', written over a horizontal line.

By: \_\_\_\_\_  
Paul A. Levy  
Reg. No. 45,748  
(212) 588-0800